

OCT 03 2005

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**FACSIMILE COVER LETTER**

**To:** Patent Electronic Filing Center  
**Firm:** U.S. Patent and Trademark Office  
**Facsimile:** 571-273-8300  
**From:** Leeanne Lawlor for Samuel S. Lee  
**Date:** October 3, 2005  
**Re:** U.S. Serial No. 09/843,589  
**Power of Attorney and Communication Letter**  
**Our Ref.: 450103-05764**

**Number of Pages:** 6 (including cover page)

**cc:**

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PATENT  
Appl. No. 09/843,589  
Attorney Docket No. 450103-05764

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

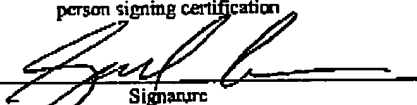
Applicant : John Anthony BRUCKNER et al.  
Appl. No. : 09/843,589  
Filed : April 25, 2001  
  
For : SYSTEM AND METHOD FOR MANAGING INTERACTIVE  
PROGRAMMING AND ADVERTISEMENTS IN INTERACTIVE  
BROADCAST SYSTEMS  
  
Art Unit : 2611  
  
Examiner : YIMAM, Harun M.

745 Fifth Avenue  
New York, New York 10151

**FACSIMILE**

I hereby certify that this paper is being facsimile transmitted to the  
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October 3, 2005  
Date of Signature

**COMMUNICATION LETTER**

Commissioner for Patents  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a Power of Attorney by Assignee and Revocation of Prior  
Powers for the captioned case.


The Commissioner is hereby authorized to charge any fees or credit any overpayment  
associated with this request to Deposit Account 50-0320.

PATENT  
Appl. No. 09/843,589  
Attorney Docket No. 450103-05764

Thank you in advance for your assistance with this matter.

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP

  
\_\_\_\_\_  
Samuel S. Lee  
Reg. No. 42,791